Ranking the ideas you have

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Ranking your content ideas

- Once you have a list of content ideas, you will need to use a ranking system in order to know which one you should work on first
- What criteria you can use to rate your ideas:
  - **Relevance - how much the audience cares about the subject**
  - **Originality - how unique is your idea; if the idea is not original in itself, maybe you can approach it from a unique angle**
  - **Resources - do you have the resources, the knowledge, the experience, and the time to create this piece of content?**
  - **Goals - will this idea help you accomplish your goals (downloads, leads, shares, follows, etc.)?**
- Don’t get discouraged if not all your ideas are good, over time you’ll figure out what works best